



AUGUST 3-5, 2020
JW Marriott Indianapolis
INDIANAPOLIS, IN

2020 SPONSORSHIP OPPORTUNITIES

GENERATE BRAND AWARENESS, NEW LEADS AND MARKET LEADERSHIP AT CLEAN WATERWAYS

Sponsoring at CLEAN WATERWAYS is a way to improve brand awareness to the inland rivers spill response community. CLEAN WATERWAYS sponsorships are packaged to provide you with more benefits, increased exposure, prominent recognition and unmatched value to connect with influential industry and government professionals. You can make no better investment to reach spill prevention and response prospects for inland regions in 2020!

HOST OPERATOR SPONSORSHIP

\$15,000 (EXCLUSIVE)

SOLD

BRAND REACH:

- ◆ Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- ◆ Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Rotating ad on CLEAN WATERWAYS website homepage – sponsor to provide artwork for ad
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- ◆ Co-branded pre-show email blast with CLEAN WATERWAYS recognizing sponsor as the host operator sponsor of CLEAN WATERWAYS

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Prominent branding onsite:
 - » Company recognition/logo on entrance unit to the exhibit hall
 - » Company logo in prominent position on signage throughout the event space, identifying as the Host Operator Sponsor
 - » Company recognition/logo on podium signs in conference session rooms
 - » Registration desk logo, incorporated with CLEAN WATERWAYS branding and show-look
 - » Escalator cling for conference area escalator between the exhibit hall and conference sessions
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Full page ad in the show guide – sponsor to provide artwork for ad
- ◆ Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- ◆ Option to submit (5) power point slides that will run during the breaks in the conference sessions
- ◆ Option to give a 5-minute introduction or video to Keynote session
- ◆ Company will be recognized, and thanked, during the opening remarks of the Keynote Address

RELATIONSHIP BUILDING:

- ◆ 5 complimentary conference passes
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

CORPORATE SPONSORSHIP

\$10,000

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- ◆ Company recognition/logo prominently placed in sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Prominent branding onsite:
 - » Company recognition/logo on entrance unit to the exhibit hall
 - » Company recognition/logo on signage throughout event space, identifying as Corporate Sponsor
 - » Company recognition/logo on podium signs in conference session rooms
- ◆ Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Option to submit (5) power point slides that will run during the breaks in the conference sessions
- ◆ Company will be recognized, and thanked, during the opening remarks of the Keynote Address
- ◆ Half-page ad in the show guide – sponsor to provide artwork for ad

RELATIONSHIP BUILDING:

- ◆ 5 complimentary conference passes
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company



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2020 SPONSORSHIP OPPORTUNITIES

INDUSTRY SPONSORSHIP

\$7,500

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Inclusion as a sponsor in all applicable advertising, marketing and promotion of CLEAN WATERWAYS
- ◆ Company recognition/logo prominently placed in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Prominent branding onsite:
 - » Company recognition/logo on entrance unit to the exhibit hall
 - » Company logo on signage throughout the event space, identifying as an Industry Sponsor
 - » Company recognition/logo on podium signs in conference session rooms
- ◆ Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Option to submit (3) power point slides that will run during the breaks in the conference sessions
- ◆ Company will be recognized, and thanked, during the opening remarks of the Keynote Address

RELATIONSHIP BUILDING:

- ◆ 3 complimentary conference passes
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

MONDAY RECEPTION SPONSORSHIP

**\$12,000 FOR EXCLUSIVE
OR CO-SPONSOR AT \$6,000 EACH**



BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.
- ◆ One dedicated HTML email to pre-registered attendees, inviting to CLEAN WATERWAYS reception (email designed by CLEAN WATERWAYS show management)
- ◆ Rotating banner ad (300x250) on the CLEAN WATERWAYS website (for exclusive option only)

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company recognition/logo on entrance unit to the exhibit hall
- ◆ Company logo on signage in reception area, identifying as Reception Sponsor
- ◆ Company logo on beverage napkins at reception
- ◆ Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- ◆ Marketing Material Distribution — Option to place literature, bar item, or giveaway on a table in the reception area.

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass for shared option or 3 complimentary conference passes for exclusive option
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company



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2020 SPONSORSHIP OPPORTUNITIES

LUNCH SPONSORSHIP

\$5,000 (1 AVAILABLE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company logo on signage in lunch area, identifying as Lunch Sponsor
- ◆ Company logo and message on Tent Cards in lunch area, identifying as lunch sponsor
- ◆ Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- ◆ Marketing Materials Distribution-Option to place literature or giveaway on all seats in lunch area, or on tables in lunch area. Company is responsible for providing this item. Show management will distribute.

RELATIONSHIP BUILDING:

- ◆ 2 complimentary conference passes
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

WI-FI SPONSORSHIP

\$5,000 (EXCLUSIVE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Your company name will be used as password for Wi-Fi login
- ◆ Looping power point slide promoting Wi-Fi in all sessions
- ◆ Company recognized on signage throughout the event space
- ◆ Wi-Fi informational flyer with company recognition distributed at registration
- ◆ Company recognition in the show guide: logo, contact information and 50-word description

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company



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2020 SPONSORSHIP OPPORTUNITIES

LANYARD SPONSORSHIP

\$4,000 (EXCLUSIVE)

SOLD

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company logo printed on the official CLEAN WATERWAYS lanyard that attendees will wear the entire event
- ◆ Company recognized on signage throughout the event space
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company logo printed on badges alongside CLEAN WATERWAYS logo

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

CONFERENCE BAG SPONSORSHIP

\$ 4,000 (EXCLUSIVE) — COST OF BAGS INCLUDED

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company logo printed on the bag containing the literature for each CLEAN WATERWAYS conference attendee
- ◆ Company recognized on signage throughout the event space
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Option to submit a marketing piece or company collateral into attendee tote bags. Attendees will pick up these bags when they check in at registration onsite.

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

BREAKFAST SPONSORSHIP

\$3,500 (1 AVAILABLE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company logo on signage next to breakfast area
- ◆ Option to provide company literature or trinket in the breakfast area
- ◆ Company logo on coffee sleeves during breakfast
- ◆ Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- ◆ Continental breakfast to be served to all attendees

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

TRACK SPONSORSHIP

\$3,500 (2 AVAILABLE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company branded notepads and pens will be placed on the chairs of the sponsored track during the duration of the entire conference.
- ◆ Company recognized as a sponsor in the power point presentation that runs during breaks in the sponsored track
- ◆ Opportunity to place company literature on table in session room

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Reduced rate for additional conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

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2020 SPONSORSHIP OPPORTUNITIES

NETWORKING BREAK SPONSORSHIP

\$2,500 (3 AVAILABLE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Company logo on signage in networking break area, identifying as networking break sponsor
- ◆ Company recognized as a sponsor in the power point presentation that runs during breaks in the conference sessions
- ◆ Marketing Material Distribution — Option to place literature or giveaway on a table in the networking break area

RELATIONSHIP BUILDING:

- ◆ Reduced rate for conference passes purchased
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

4TH ANNUAL CLEAN WATERWAYS PADFOLIO SPONSORSHIP

\$5,000 (EXCLUSIVE)

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognized on signage throughout the event space
- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Branded padfolios with company logo handed out to all CLEAN WATERWAYS attendees

RELATIONSHIP BUILDING:

- ◆ 1 complimentary conference pass
- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company
- ◆ Reduced rate for additional conference passes

BEVERAGE STATION SPONSORSHIP

\$1,500

PRE-SHOW:

- ◆ Company logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website

ONSITE RECOGNITION:

- ◆ Company logo in the show guide
- ◆ Company logo on signage next to your sponsored beverage station during Tuesday's reception
- ◆ Option to place koozies or cups with company branding at sponsored beverage station

FOR THE TEAM:

- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company

REGISTRATION PEN SPONSOR

\$1,200 EXCLUSIVE

SOLD

BRAND REACH:

- ◆ Company recognition/logo in the printed advance conference brochure
- ◆ Company recognition/logo in the sponsor index on the CLEAN WATERWAYS website with reciprocal hyperlink to your company website
- ◆ Company recognition/logo included in all pre-show event promotion e-mails. Once contract is signed and logo is received, inclusion will begin.

CONFERENCE & EXHIBITION PRESENCE:

- ◆ Company recognition in the show guide: logo, contact information and 50-word description
- ◆ Branded pens with company logo on pens at registration desk for attendees at check-in to use and take-away with them

RELATIONSHIP BUILDING:

- ◆ Your staff will be provided with ribbons identifying them as part of a sponsoring company
- ◆ Reduced rate for conference passes



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ADDITIONAL PROMOTIONAL OPPORTUNITIES

PRE-SHOW E-MAIL BLAST

\$800

One dedicated e-mail blast to all registered CLEAN WATERWAYS attendees pre-show (your choice of time). Your company must provide the content. Show management will launch it through our database.

POST SHOW E-MAIL BLAST

\$1,000

One dedicated e-mail blast to all registered CLEAN WATERWAYS attendees post-show. Your company must provide the content. Show management will launch it through our database

ATTENDEE BAG INSERT OR GIVEAWAY ITEM

\$500

Option to submit an item (company literature or trinket) for bags that will be offered to ALL attendees when they get their registration badge onsite

WEB BANNER ADVERTISEMENT

Rotating banner ad (728X90) on the CLEAN WATERWAYS website — Homepage

\$1,200

Rotating banner ad (300X250) on the CLEAN WATERWAYS website — Secondary Pages

\$1,000

SHOW GUIDE ADVERTISEMENT

Purchase a full-page advertisement in the show guide

\$750

Purchase a half-page advertisement in the show guide

\$450